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There's Big Money in Marlboro.

Profits

Probably the single most profitable item in your store—Marlboro cigarettes.

They're the largest selling packaged goods product in the world, and the number one selling cigarettes in the world. Here in the USA, almost one out of every four cigarettes smoked is a Marlboro.

There's high volume, fast turnover and big margin in Marlboro cigarette sales. Properly displayed, with all packings kept well-stocked, this can be the single most profitable item in your store. One of your biggest money makers.

Call your Philip Morris representative today to make sure you're getting the big money from Marlboro.

PHILIP MORRIS USA

Philip Morris USA offers a variety of retail merchandising plans and programs, including display allowances and point-of-sale materials. For further details contact your Philip Morris USA representative.

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